

<b>Notice of References Cited</b>		Application/Control No.	Applicant(s)/Patent Under Reexamination 09/474,974 SAMRA ET AL.	
		Examiner	Art Unit Beth Van Doren 3623	Page 1 of 1

**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-6,144,944	11-2000	Kurtzman et al.	705/14
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
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	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

**FOREIGN PATENT DOCUMENTS**

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**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Mitchell et al., "The role of geodemographics in segmenting and targeting consumer markets: A Delphi study", European Journal of Marketing, 1994 [retrieved 08/27/02], Volume 28, Issue 5, 12 pages, retrieved from: Proquest Direct.
	V	Jackson, Rob, and Paul Wang, "Strategic Database Marketing", 1996, NTC Business Books, pages 26-31, 38-44, 86-87, 118-123, 130-135, 158-165, 173-185.
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\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.